

ABSTRACT OF THE DISCLOSURE

Interchangeable portions of a cooler or container, having a sports logo thereon, allows a single cooler body or container body to have a first logo at one particular time, and a second logo at another time, upon replacement of interchangeable the portions.

Preferably, the portions comprise a plurality of cooler tops, each having a different sports logo, each mating directly or through interchangeable hinge portions with the same cooler body, or being secured to a planar portion of the cooler or container. Alternatives for securing the attachment to the cooler planar portion are disclosed and include adhesive, VELCRO brand fasteners, guide members, or elastomeric attaching members.